

NEW YORK LIFE
INSURANCE COMPANY,
JOHN A. McCALL, President.

January 1st, 1897.

Total Assets, \$187,176,408.
Actual Surplus, \$26,657,332.
Insurance in Force, \$826,816,648.

CANADIAN BUSINESS.

Income in Canada	\$ 99,418.21
Assets	4,300,038.10
Liabilities	4,145,619.36
Surplus Assets	154,824.54
Insurance in Force	21,784,848.00

Applications invited by the undersigned for general and special agencies, and management of territory from experienced Life Insurance men, as well as from those wishing to acquire training and experience.

R. HOPE ATKINSON.

AGENCY DIRECTOR,
Company's Building, MONTREAL.

WANTED.—The address of W. H. Lynch: formerly of Danville and Montreal and latterly of Kootenay, B.C., at the office of the "Journal of Commerce," Montreal.

THE . . .
BRITISH EMPIRE
MUTUAL
LIFE ASSURANCE COMPANY,

OF LONDON, ENGLAND.
ESTABLISHED HALF A CENTURY.

SPECIAL ADVANTAGES.

All Profits belong to Members.
Liberal Bonuses equitably apportioned.
No Personal Liability of Members.
Low Premiums.
Large Reserves for Liabilities.
Non-Forefeiture and Indisputable Policies.
Liberal Surrender Values.
Immediate Settlement of Claims.
Invalid Lives Insured on Equitable Conditions.
Long Term Assurances for Children.
Continuance.
Temperance Section yielding Increased Bonuses.

Head Office, - CANADA.
MONTREAL.
F. STANCLIFFE, - Manager.
Agents Wanted.

CONFEDERATION
LIFE ASSOCIATION,

Head Office: - TORONTO.

The unconditional accumulative policy issued by this Association is unsurpassed as a means of Investment.

Cash Values,
Paid up Policies,
Extended Insurance.
GUARANTEED IN THE POLICY

Montreal Office:
207 ST. JAMES ST.
H. J. JOHNSTON,
Manager, P.O.

BOVRIL

The product of Prime
OX BEEF
raised in the Argentine Republic
and Australia.

BOVRIL, Limited,
30 Farringdon St., LONDON, Eng.



BOVRIL

1 oz. contains more
Nutrition than 1 lb. of Beef Ex-
tract or Home Made Beef Tea.

Canadian Branch:
27 St. Peter Street,
MONTREAL.

Get an Estimate
for your **FF**

At the Office
of the

Fence Posters,
Placards and Hand-Bills
Journal of Commerce, 171 St. James St.

WESTERN ASSURANCE COMPANY.

FIRE AND MARINE. Incorporated 1851.

Assets, over \$2,320,000.00
Income for Year ending 31st December, 1896, over 2,300,000.00

Head Office, - Toronto. Ont.

Hon: Jno. Cox, Presl. J. J. KENNY Vice-Presl. & Man.-Dir.
C. C. FOSTER, Secretary.

J. H. ROUTH & Son, Managers Montreal Branch.

180 ST. JAMES STREET.

COMMERCIAL UNION

ASSURANCE CO., Ltd.,
Of London, England.

FIRE! LIFE! MARINE!

Agencies in all the principal Cities and Towns of
the Dominion.

HEAD OFFICE, Canadian Branch, - MONTREAL

JAMES McCREGOR, Manager.

THE IMPERIAL
INSURANCE COMPANY LIMITED

FIRE.

LONDON.

ESTABLISHED 1808.

SUBSCRIBED CAPITAL, \$6,000,000
PAID-UP CAPITAL, - 1,500,000
TOTAL INVESTED FUNDS OVER 8,000,000

Canadian Branch:
COMPANY'S BUILDING, PLACE D'ARMES, MONTREAL.

G. R. KEARLEY, RESIDENT MANAGER.

THE **LONDON**
Guarantee and Accident Com'y, Ltd.
Of London, England.

Deposit at Ottawa - - - - - \$73,000.00
Funds exceed - - - - - \$1,500,000.00

SURETYSHIP BONDS issued promptly at lowest rates to all persons in positions of trust where security is required. Accident, Elevator and Employer's Liability Policies issued. Agencies throughout Canada, United States, Europe and Australia.

Canada Branch, TORONTO.
Montreal Chief Office, 180 St. James St.

A. I. HUBBARD, Manager for Canada